# Communications & Media Relations



### **Getting Started**

- Established 2000
- Public Information Officer
- AV Manager
- Cable Channel
- City Newsletter, <u>Focal Point</u>

#### Mission

Empower the public by providing information to improve quality of life, promote civic pride and project a progressive image.

### **Communications Today**

- AV Manager
- Videographer / Production
   Communications Specialist
- Special Events Coordinator
- Administrative Assistant / Volunteer Coordination
- Budget 09 10: \$646,177

#### **Communication Tools**

- Publications & Newsletters
- Media Relations
- Cable Channel
- Website
- Special Projects
- Volunteers
- Crisis Communications

#### **Focal Point**

- Monthly
- Published by StarCommunityNewspapers
- "All About Frisco"
- 8 12 pages
- 32,000Households
- 8 cents per copy
- Online



FriscoTexas.gov/focalpoint

- Frisco Enterprise
- Dallas MorningNews
- Frisco Style
- Frisco Neighbors
- Dallas BusinessJournal
- Inside Collin County Business







- KDFW Fox 4
- KXAS NBC 5
- WFAA ABC 8
- KTVT CBS 11
- **CW 33**
- WBAP 820 AM
- KRLD 1080
- KLAK
- Frisco Online





- Trade Magazines
- D Magazine
- Dallas Observer
- HOA Newsletters



## Observer

- Releases
- Interviews
- PressConferences
- Photos
- Video
- Press Kits





#### **Cable Channel**

- Time Warner Ch. 16
- Grande Ch. 12
- Verizon FIOS Ch. 37



FriscoTexas.gov/ftvn

#### **Cable Channel**





- Video Tape & Broadcast Meetings
- Emergency Broadcast System
- Local Production
- State, National Award Winner

#### **Cable Channel**

- Public Service Announcement (PSA's)
- Frisco Today
- Mayor's Corner
- Town Hall Meetings
- Parks & Wildlife
- Fire Prevention Play
- Bulletin Board





## Cable Channel: Bulletin Board

- City of Frisco
- Chamber of Commerce
- Civic Organizations
- Collin County
- Denton County
- Federal Government
- Higher Education Institutions
- School Districts
- State of Texas

## Website: Content Management System



#### Website: Content Management System

- Last redesign June '07; next redesign scheduled for 2010
   In April 2010:
- Page views equaled 203,691
- 40.18% of all visits were new users
- More than 50,000 unique visitors
- E-News: 2800+ subscribers
- State, national award winner

#### Website: CityLink

- Intranet servicing city employees
- Launched October 2009
- Started with info from HR, Financial Serv & Communications
- Rest of the city depts. added in 2010
- Communications: logos, scrapbook, bulletin board, employee spotlight, online equipment reservation form

### **Special Projects**

- GroundBreakings
- Grand Openings
- Town Hall Meetings
- Special Events
- Frisco Freedom Fest



#### Volunteers

- 1,400 + ActiveVolunteers
- Types of Volunteers:
- Special Projects
- Special Events
- Department
   Volunteers
   (Library, Frisco
   Senior Center,
   Frisco Fire
   Department)



#### Volunteers

- Since Jan. 2007 to present
- 2012 registered volunteers
- 1441 active volunteers in 2009
- \$20.85\* value of service, per hour
- \$428,885 total value to city
- \*based on value of time at \$20.85 per Independent Sector; Value is not "dollars saved" but value of service



# Ongoing & Future Projects

- Branding
- Marketing Videos, brochures
- "Frisco Green Living"
- Video Streaming (On Demand)
- FISD Intern
- "Treasure Hunt"





#### Getting Involved in Frisco

- Mayor/City Activities
  - -Coffee with the Mayor, City Council Meetings, Boards and Commissions, Special Advisory Committees and More
- Citizens Police Academy
- Citizens Fire Academy
- Citizens Emergency Response Team
- Volunteering-General and Safety Town



#### Coffee with the Mayor

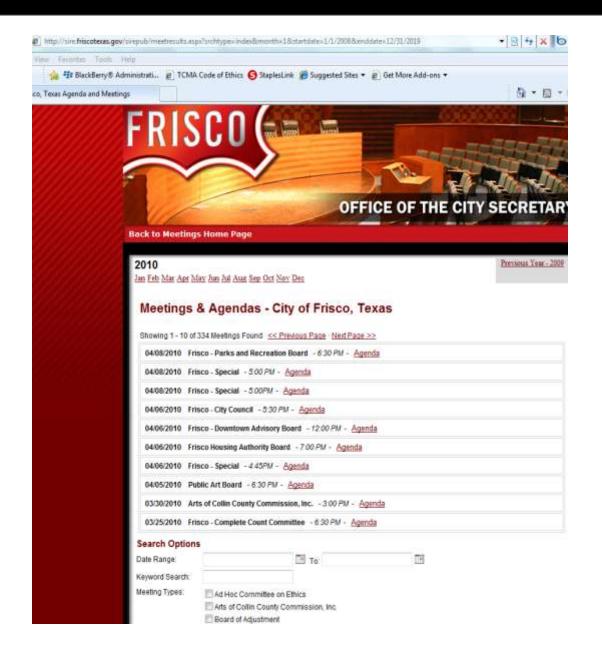
- Residents are invited to join Mayor Maher Maso for coffee and casual conversation the second Monday of each month from 8 a.m. to 9 a.m. Have a question for Mayor Maso? Come hear the answers over a cup of joe.
- The next meeting happens January 10th at City Hall inside the George A. Purefoy Municipal Center, located at 6101 Frisco Square Blvd. The meeting will be in the 5th floor City Room.



Access Board and Commission meeting dates via the City Secretary's page on the City of Frisco Website

#### www.friscotexas.gov

- → Departments
- → City Secretary
- → Meetings & Agendas





#### City Boards and Commissions

http://www.friscotexas.gov/government/boards/Pages/default.aspx

- Arts of Collin County
- Board of Adjustment/
   Construction Board of Appeals
- Collin County Appraisal District
- Community Development Corp.
- Convention Visitors Bureau
- Downtown Advisory Board
- Economic Development Corp.
- Frisco Square MMD

- Housing Authority Board
- Housing Trust Fund Board
- Library Foundation Board
- North Texas Municipal Water District
- Parks and Recreation Board
- Planning & Zoning Commission
- Public Art Board
- Urban Forestry Board



#### Special Advisory Committees

- Example-Frisco Complete Count Committee
- Mayor appoints a committee to gather information
- If you have a topic or area for discussion, schedule a meeting with Mayor Maso!





#### Frisco Citizens Police Academy

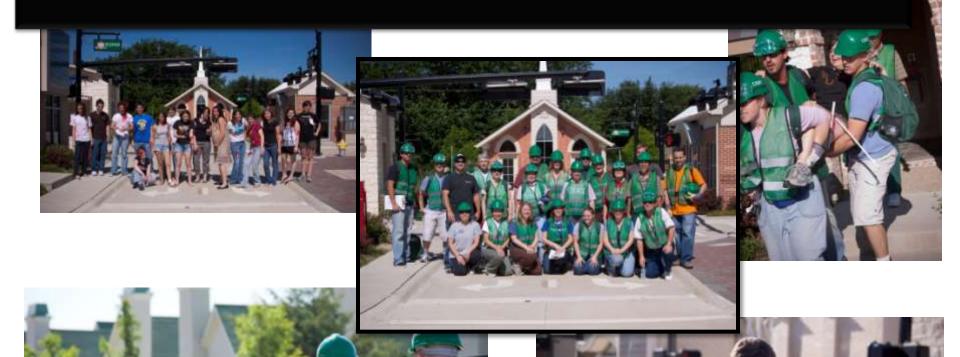
- CPA is the police department's most popular and exciting program. There have been a total of 27 classes with over 450 graduates.
- Applications are currently being accepted for Class 29 set to begin on Thursday, February 27 for the 11 week program. friscotexas.gov/friscocpa.
- If you are interested in applying for the Frisco CPA, please download and fill out an <u>application</u> and either fax it to the Frisco Police Department's <u>Community Services Division</u> at 972.292.6076 or drop it off in person at the police department.
- www.friscotexas.gov/friscocpa





Class 27 starts March 24<sup>th</sup>.Contact Pam Nelson at 972.292.6300 for any questions or fax enrollment information to 972.292.6319.

#### C.E.R.T. Class Starts Mid-March







#### Safety Town and General Volunteering

If you are interested in becoming a volunteer at Frisco Fire Safety Town contact Jennifer Tramel via email <u>JTramel@FriscoFire.com</u> or by phone at 972.292.6353 for more information

#### **City Hall Contact**

Kris Daniel, Volunteer Coordinator

volunteer@friscotexas.gov

City of Frisco

6101 Frisco Square Blvd.

1st Floor

Frisco, TX 75034

(972) 292-5078

(972) 292-5586 Fax

More opportunities available with the Library, Heritage Museum, Police Department, and other departments as needs arise.





## City Hall 101 Fall 2010 Graduates



- Rose Ann Burrell
- James Cozby
- Joyce Cozby
- Rob Enright
- Valeria Epling
- Gerald Epling
- Linda Foster
- Will Russell
- Connie Tropple
- Janet Passons

- Ray Giacontiere
- Claudia Holcomb
- James Holcomb
- John Martin
- Samantha Taylor
- Ed Opat
- Brian Reinhardt
- Katy Niles
- Melanie Wallace